**Ad Blocking Growth Is Slowing Down, But Not Going Away**

In the US, roughly one in four internet users will block ads this year on at least one of their internet-connected devices. Penetration will be stable, increasing only to 27.0% of internet users at the end of our forecast period. Germany currently has the highest concentration of ad blocking users of the four countries, with 32.8% of internet users using some form of ad blocking this year.

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<https://www.emarketer.com/content/ad-blocking-growth-is-slowing-down-but-not-going-away?ecid=NL1001>

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<https://www.silicon.co.uk/wp-content/uploads/2016/01/shutterstock_340353746.jpg>